CLAIMS
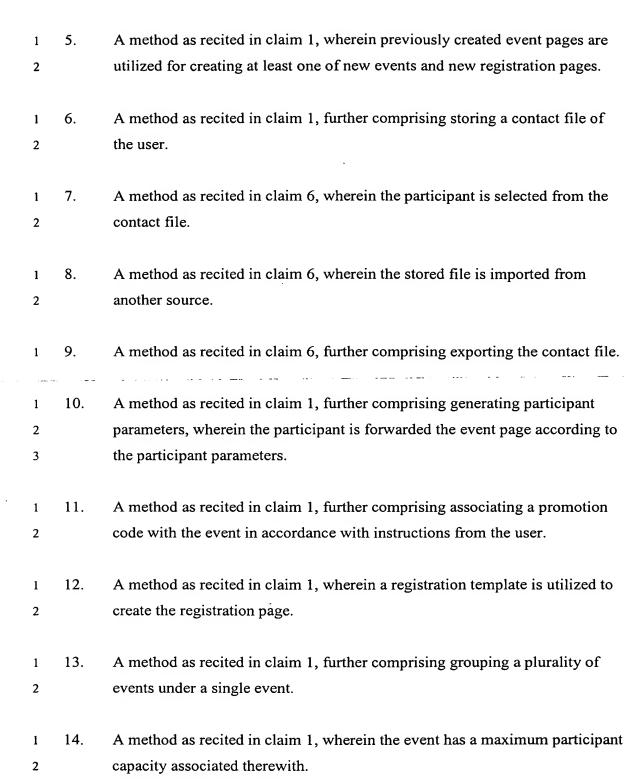
What is claimed is:

1. A method for providing enterprise event marketing and management automation comprising the steps of:

    (a) providing a website including online tools for event marketing and management;

    (b) allowing a user in communication with the website to create an event page and a registration page associated with an event utilizing the online tools, the event page including a link to the registration page;

    (c) forwarding the event page to a participant to enable the participant to establish communication with the registration page utilizing the link;

    (d) forwarding the registration page to the participant to be completed and returned in response to the communication;

    (e) receiving the registration page and in response thereto communicating a confirmation to the participant; and

    (f) communicating to the user the information received from the participant in order to allow for event marketing and management.

2. A method as recited in claim 1, further comprising associating a fee with the event.

3. A method as recited in claim 2, wherein the fee for the event is requested from the participant in response to receiving the registration page.

4. A method as recited in claim 1, further comprising querying the participant for information associated with participant attendance to the event.

1 5.   A method as recited in claim 1, wherein previously created event pages are
2   utilized for creating at least one of new events and new registration pages.

1 6.   A method as recited in claim 1, further comprising storing a contact file of
2   the user.

1 7.   A method as recited in claim 6, wherein the participant is selected from the
2   contact file.

1 8.   A method as recited in claim 6, wherein the stored file is imported from
2   another source.

1 9.   A method as recited in claim 6, further comprising exporting the contact file.

1 10.   A method as recited in claim 1, further comprising generating participant
2   parameters, wherein the participant is forwarded the event page according to
3   the participant parameters.

1 11.   A method as recited in claim 1, further comprising associating a promotion
2   code with the event in accordance with instructions from the user.

1 12.   A method as recited in claim 1, wherein a registration template is utilized to
2   create the registration page.

1 13.   A method as recited in claim 1, further comprising grouping a plurality of
2   events under a single event.

1 14.   A method as recited in claim 1, wherein the event has a maximum participant
2   capacity associated therewith.

1 15. A method as recited in claim 14, further comprising presenting the
2   participant with the option of being waitlisted where maximum capacity has
3   been reached.

1 16. A method as recited in claim 14, wherein the user receives a notification
2   when a predetermined percentage of maximum participant capacity is
3   reached.

1 17. A method as recited in claim 16, wherein the user is allowed to modify the
2   maximum participant capacity in response to the notification.

1 18. A method as recited in claim 1, wherein the confirmation includes a ticket
2   for admission to the event.

1 19. A method as recited in claim 1, further comprising generating a report about
2   the event for at least one of the user and the participant.

1 20. A method as recited in claim 19, wherein the report includes information
2   pertaining to at least one of budget, expenses, revenues, travel,
3   accommodations, participant information, event details, attendance details,
4   sub-organization, cross-events, profiling, scheduling, registration, change
5   between data conveyed on specified dates, and change between data
6   conveyed at specified times.

1 21. A method as recited in claim 19, wherein the report may be generated
2   according to at least one of a schedule.

1 22. A method as recited in claim 19, wherein the report includes at least one of
2   an ad hoc report and a canned report.

1 23. A method as recited in claim 1, further comprising providing the user with
2   data for tracking at least one of budget, expenses, and revenue.

1 24. A method as recited in claim 1, further comprising grouping one or more
2   events into event categories.

1 25. A method as recited in claim 1, further comprising providing to the
2   participant at least one of accommodation information and travel
3   information.

1 26. A method as recited in claim 1, further comprising organizing participants
2   into groups.

1 27. A method as recited in claim 1, further comprising assigning a type to a
2   participant.

1 28. A method as recited in claim 1, further comprising providing at least one of
2   specified travel and accommodations according to participant type.

1 29. A method as recited in claim 1, further comprising assigning a login to the
2   participant.

1 30. A method as recited in claim 1, further comprising forwarding a survey to
2   the participant.

1 31. A method as recited in claim 1, further comprising receiving information
2   related to a guest of the participant on the registration page.

1 32. A method as recited in claim 1, wherein travel can be arranged utilizing an
2   online booking system.

1   33.   A system for providing a system and method for enterprise event marketing

2   and management automation:

3   (a)   means for providing a website including online tools for event

4   marketing and management;

5   (b)   means for allowing a user in communication with the website to

6   create an event page and a registration page associated with an

7   event utilizing the online tools, the event page including a link to

8   the registration page;

9   (c)   means for forwarding the event page to a participant to enable the

10   participant to establish communication with the registration page

11   utilizing the link;

12   (d)   means for forwarding the registration page to the participant to be

13   completed and returned in response to the communication;

14   (e)   means for receiving the registration page and in response thereto

15   communicating a confirmation to the participant; and

16   (f)   means for communicating to the user the information received

17   from the participant in order to allow for event marketing and

18   management.

1   34.   A system as recited in claim 33, further comprising means for associating a

2   fee with the event.

1   35.   A system as recited in claim 34, wherein the fee for the event is requested

2   from the participant in response to receiving the registration page.

1   36.   A system as recited in claim 33, further comprising means for querying the

2   participant for information associated with participant attendance to the

3   event.

1   37.   A system as recited in claim 33, wherein previously created event pages are

2   utilized for creating at least one of new events and new registration pages.

1 38. A system as recited in claim 33, further comprising means for storing a
2   contact file of the user.

1 39. A system as recited in claim 38, wherein the participant is selected from the
2   contact file.

1 40. A system as recited in claim 33, further comprising means for generating
2   participant parameters, wherein the participant is forwarded the event page
3   according to the participant parameters.

1 41. A system as recited in claim 33, further comprising means for associating a
2   promotion code with the event in accordance with instructions from the user.

1 42. A system as recited in claim 33, wherein a registration template is utilized to
2   create the registration page.

1 43. A system as recited in claim 33, further comprising means for generating a
2   report about the event for at least one of the user and the participant.

1 44. A system as recited in claim 33, wherein the event has a maximum
2   participant capacity associated therewith.

1 45. A system as recited in claim 44, further comprising means for presenting the
2   participant with the option of being waitlisted where maximum capacity has
3   been reached.

1 46. A system as recited in claim 44, wherein the user receives a notification
2   when a predetermined percentage of maximum participant capacity is
3   reached.

1   47.   A system as recited in claim 46, wherein the user is allowed to modify the
2   maximum participant capacity in response to the notification.

1   48.   A system as recited in claim 33, wherein the confirmation includes a ticket
2   for admission to the event.

1   49.   A computer program embodied on a computer readable medium for
2   providing enterprise event marketing and management automation
3   comprising:
4   (a)   a code segment that provides a website including online tools for
5   event marketing and management;
6   (b)   a code segment that allows a user in communication with the
7   website to create an event page and a registration page associated
8   with an event utilizing the online tools, the event page including a
9   link to the registration page;
10   (c)   a code segment that forwards the event page to a participant to
11   enable the participant to establish communication with the
12   registration page utilizing the link;
13   (d)   a code segment that forwards the registration page to the
14   participant to be completed and returned in response to the
15   communication;
16   (e)   a code segment that receives the registration page and in response
17   thereto communicating a confirmation to the participant; and
18   (f)   a code segment that communicates to the user the information
19   received from the participant in order to allow for event
20   marketing and management.

1   50.   A computer program as recited in claim 49, further comprising a code
2   segment that associates a fee with the event.

1 51. A computer program as recited in claim 50, wherein the fee for the event is
2   requested from the participant in response to receiving the registration page.

1 52. A computer program as recited in claim 49, further comprising a code
2   segment that queries the participant for information associated with
3   participant attendance to the event.

1 53. A computer program as recited in claim 49, wherein previously created event
2   pages are utilized for creating at least one of new events and new registration
3   pages.

1 54. A computer program as recited in claim 49, further comprising a code
2   segment that stores a contact file of the user.

1 55. A computer program as recited in claim 54, wherein the participant is
2   selected from the contact file.

1 56. A computer program as recited in claim 49, further comprising a code
2   segment that generates participant parameters, wherein the participant is
3   forwarded the event page according to the participant parameters.

1 57. A computer program as recited in claim 49, further comprising a code
2   segment that associates a promotion code with the event in accordance with
3   instructions from the user.

1 58. A computer program as recited in claim 49, wherein a registration template is
2   utilized to create the registration page.

1   59.   A computer program as recited in claim 49, further comprising a code
2   segment that generates a report about the event for at least one of the user
3   and the participant.

1   60.   A computer program as recited in claim 49, wherein the event has a
2   maximum participant capacity associated therewith.

1   61.   A computer program as recited in claim 60, further comprising a code
2   segment that presents the participant with the option of being waitlisted
3   where maximum capacity has been reached.

1   62.   A computer program as recited in claim 60, wherein the user receives a
2   notification when a predetermined percentage of maximum participant
3   capacity is reached.

1   63.   A computer program as recited in claim 62, wherein the user is allowed to
2   modify the maximum participant capacity in response to the notification.

1   64.   A computer program as recited in claim 49, wherein the confirmation
2   includes a ticket for admission to the event.